
Public Views on Washington State Transportation and Funding

Sage Projections
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Study Objectives

- Measure public attitudes toward current and planned transportation projects statewide and in five local areas.
- Seek input regarding public perception about the following:
 - ❑ **Transportation priorities**
 - ❑ **Transportation funding**
 - ❑ **Transportation organizations**
 - ❑ **Transportation frustrations**
 - ❑ **Ground freight transportation**
 - ❑ **WSDOT communication efforts**
 - ❑ **Best methods for demonstrating accountability**

Methodology

- Technique: Telephone interviews using RDD (Random Digit Dialing)
- Interviewing Dates: 10/05/04 to 10/28/04
- Sample:
 - **500 individuals in five targeted areas* of Washington state (100 in each area)**
 - **527 individuals in all other counties in Washington state**
 - **150 individuals in Hispanic (Spanish Speaking) households***

*** Definitions:**

Olympic Peninsula = Kitsap, Clallam, Jefferson and Mason Counties

Clark County = Clark County

Spokane County = Spokane County

Tri-Cities = Benton, Franklin and Walla Walla Counties

Wenatchee = Wenatchee and Douglas Counties

Hispanic = Households where Spanish is primary language spoken

Methodology

- **Sample:** Washington State sample is a combination of the five samples in the targeted area counties and one sample combining all other counties. Interviews in each of these areas are weighted to be representative of the population in those areas. This is based on population estimates from Washington State Office of Financial Management.

The Hispanic sample is drawn from a statewide sample of households with Hispanic surnames. These households were qualified as speaking Spanish as the primary language in the home. This sample was weighted to be representative of areas where respondents live.

Sample sizes/Margin of Error

(95% confidence level)

<u>Sample size</u>	<u>Standard Margin of Error</u>
1000	+/- 1.9
500	+/- 2.6
200	+/- 4.2
150	+/- 4.8
100	+/- 5.9
75	+/- 6.8
50	+/- 8.4

Key Findings

- Overall, the state was given a “C” for investing in a transportation system that stimulates economic growth.
- Residents saw all the transportation improvements tested as being important.
- Most state and local transportation organizations were seen in a positive light. The WA State Patrol and WSDOT were particularly well regarded.
- Residents indicated that the entire state needs to contribute to transportation needs. Nevertheless, most support the idea of letting local areas fund local transportation projects.
- Residents were split on funding transportation needs. Approximately half believed that current revenues should be able to fund all the transportation projects. Half did not believe current funding would be sufficient.
- If there was a need to increase state transportation funding, the most preferred source of funding for residents was a redistribution of the entire state budget. The least preferred sources of funding were a new gas or sales tax.

Key Findings

- Maintaining and repairing the roadways and structures was seen as the highest priority for transportation funding.
- Residents were more likely to believe that “Puget Sound gets more funding than it pays in” than they were to believe “ Eastern Washington gets more funding than they pay in.”
- People believed that “Knowing where the money is spent” and “Knowing that projects are on time and on budget” are the best ways of demonstrating accountability.
- “Congestion” and “Other peoples driving” were seen as the highest frustration areas for drivers.
- A lack of convenience was seen as the highest frustration with mass transit.
- Hispanic residents were in line with the rest of the research sample. The most notable differences were in the age, income and media habits. In addition, they appear to be more positive on the state of transportation and less inclined to support an increase in transportation taxation.

Findings: Evaluation of State Investment in Transportation System

- Overall, the polled areas indicated that most residents gave the state an average grade on investment in transportation
- The average grade for the areas polled was “C.”
- The Hispanic residents polled, however, gave a slightly higher overall grade.

Grade: (Base)	WA State (1027)	Olympic Peninsula (100)	Clark County (100)	Spokane County (100)	Tri- Cities (100)	Wenatchee (100)	Hispanic (150)
A (4)	5%	6%	6%	8%	12%	5%	30%
B (3)	18%	19%	38%	13%	23%	22%	32%
C (2)	38%	44%	31%	49%	54%	39%	17%
D (1)	22%	23%	20%	19%	6%	18%	11%
F (0)	17%	8%	5%	11%	5%	16%	11%
Average Grade	1.7	1.9	2.2	1.9	2.3	1.8	2.6

Findings: Importance of Transportation Issues

- Overall, all of the key transportation issues questioned about were rated as being important.
- ‘More Options/ Bus, Light Rail, Bike, Walk’ were rated directionally slightly lower in importance than the automobile-related issues.

How important is it to focus on each issue: (Base = 1027 statewide)	Congestion and Choke Points	Maintaining Condition of Roads	Safety Improvements	More Options/ Bus, Light Rail, Bike, Walk
Total Important	93%	97%	92%	86%
Very Important	71%	74%	64%	56%
Somewhat Important	21%	23%	28%	30%
Total Not Important	6%	2%	7%	12%
Not Too Important	4%	2%	6%	7%
Not At All Important	2%	1%	1%	5%
Don't Know	1%	0	1%	3%

Q7. Is it very important, somewhat important, not too important or not important at all that we focus on _____ in order to begin addressing our current needs?

Findings: Importance of Transportation Issues By Area

- The local county areas were in line with the overall ratings throughout the state.
- All issues polled were rated as being high in importance.

% saying each issue is very or somewhat important: (Base)	WA State (1027)	Olympic Peninsula (100)	Clark County (100)	Spokane County (100)	Tri-Cities (100)	Wenatchee (100)	Hispanic (100)
Congestion and choke points	93%	94%	97%	91%	92%	93%	96%
Maintaining condition of roads	97%	99%	98%	100%	98%	100%	99%
Safety Improvements	92%	95%	91%	90%	93%	94%	99%
More options/ bus, rail, bike, walk	86%	89%	77%	82%	84%	82%	91%

Q7. Is it very important, somewhat important, not too important or not important at all that we focus on _____ in order to begin addressing our current needs?

Findings: Use of Transit by Area

- Approximately 30% of the total interviewed use transit. This percentage is heavily influenced by state areas outside the five county areas. These counties have a lower percentage of transit use.
- Clark County, Tri-cities and Wenatchee residents indicated less use of transit, with 20-22% indicating use.
- Hispanics had the highest level of use of transit, with 36% indicating use.

Transit user: (Base)	WA State (1027)	Olympic Peninsula (100)	Clark County (100)	Spokane County (100)	Tri- Cities (100)	Wenatchee (100)	Hispanic (150)
Yes	31%	27%	20%	26%	21%	22%	36%
No	69%	73%	80%	74%	79%	78%	64%

Findings: What Frustrates Transit Users

- “Convenience” -related issues were the highest rated areas of frustration in mass transit.
- Lack of routes, time to travel and reliability were mentioned as specific areas of complaint.

Key Frustrations: (Base= 319 transit users statewide)*	% Mentioning
Not convenient (Net responses)	57%
Not enough runs/routes buses	16%
Take too long	14%
Unreliable	10%
Not available to enough places	8%
Too far to stops	5%
Lack of early/late/weekend service	5%
Transit environment (too crowded, smelly, safety ,etc.)	12%
Traffic delays transit	7%
No frustration	17%

Q8. What frustrates you most about transit?

* Sample sizes by area are too small to be reliable

Findings: Reasons for Not Using Transit

- “Not convenient” was the main reason cited for not using transit.
- “Prefer the car” or “No need” were the other reasons mentioned for not using transit

Reasons not using transit: (Base = non-users of transit)	WA State (708)	Olympic Peninsula (73)	Clark County (80)	Spokane County (74)	Tri- Cities (79)	Wenatchee (78)	Hispanic (95)
Not convenient (Net)	32%	36%	31%	38%	32%	27%	13%
Takes too long/too many stops	4%	3%	5%	5%	4%	12%	5%
Schedule not convenient	4%	7%	1%	8%	3%	1%	0
Too far to transit stop	4%	8%	3%	1%	4%	4%	3%
Not available where I need/time I need	28%	21%	20%	24%	15%	26%	25%
Prefer car	17%	18%	21%	16%	30%	21%	29%
No need	15%	22%	15%	12%	16%	18%	13%
Safety concerns	2%	3%	1%	3%	1%	3%	0

Q 8 What keeps you from using public transit more?

Findings: Proportion Who Drive Regularly

- Approximately 90% of those polled indicated that they drive regularly.
- Hispanic residents indicated a slightly lower level (80%) of driving regularly.

Drive regularly: (Base)	WA State (1027)	Olympic Peninsula (100)	Clark County (100)	Spokane County (100)	Tri- Cities (100)	Wenatchee (100)	Hispanic (150)
Yes	89%	92%	94%	94%	91%	94%	80%
No	11%	8%	6%	6%	9%	6%	20%

Findings: What Frustrates Drivers By Area

- “Congestion” was noted most frequently as the key driving frustration.
- “Other people’s driving” was the next most frequently mentioned frustration.
- One notable difference by area was in Spokane County, where a significantly higher level saw “Road conditions” as their key driving frustration.

Key Driving frustrations: (Base=Total in each area)	WA State (1027)	Olympic Peninsula (100)	Clark County (100)	Spokane County (100)	Tri- Cities (100)	Wenatchee (100)	Hispanic (100)
Congestion	46%	29%	57%	26%	32%	34%	31%
Other people’s driving	28%	28%	23%	32%	33%	31%	26%
Road conditions	11%	10%	6%	35%	4%	7%	8%
Gas prices	10%	17%	12%	15%	10%	13%	5%
Poor signage/signals	2%	5%	5%	4%	6%	1%	7%
Construction delays	2%	3%	1%	6%	6%	1%	0
No frustrations	13%	18%	7%	6%	22%	20%	21%

Q9. What frustrates you the most about driving?

Findings: Can Existing Revenues Address Transportation Needs

- Overall, more people believed current state revenue can address transportation needs.
- Tri-cities and Clark County residents believed this to be true more than people in other geographic areas.
- The vast majority of Hispanics (91%) believed existing revenues could address transportation needs.

Believe existing revenues can address needs: (Base)	WA State (1027)	Olympic Peninsula (100)	Clark County (100)	Spokane County (100)	Tri-Cities (100)	Wenatchee (100)	Hispanic (150)
Yes	43	43	51	43	58	45	91
No	38	36	30	40	25	38	4
Don't Know	19	21	19	17	17	17	4

Findings: Support for Different Kinds of Taxes

- The most frequently cited choice for increasing funds for transportation is a redistribution of state funds.
- Approximately 40% of state residents would support some type of increase in car fee or car user fee to fund state transportation needs.
- An increase in taxes (sales/gas) was the least popular choice for increasing transportation funding.
- Hispanics were the least likely to support any increase in taxes or fees.

% Saying they would support each kind of tax: (Base)	WA State (1027)	Olympic Peninsula (100)	Clark County (100)	Spokane County (100)	Tri-Cities (100)	Wenatchee (100)	Hispanic (150)
Gas tax	31%	32%	24%	29%	18%	23%	10%
Increase in sales tax	24%	24%	25%	17%	25%	22%	25%
Increase in flat rate car tab fee	42%	46%	47%	46%	35%	41%	30%
Increase based on car value	40%	48%	38%	34%	24%	37%	21%
Tolls or user fees	47%	51%	40%	40%	52%	55%	27%
Tax based on car weight	42%	44%	42%	42%	33%	36%	25%
Redistribution of state funds	61%	60%	59%	67%	65%	70%	61%

Q11. If new revenue is needed to complete these projects, several different kinds of taxes might be considered. Would you support or oppose _____ to pay for transportation projects?

Findings: Opinions about Transportation Funding and Taxes

- Overall, transportation is seen as something that needs statewide support. Nevertheless, a majority would support letting local areas tax themselves for local transportation needs.
- More residents believe Puget Sound gets more funding than does Eastern Washington.
- Spokane County residents were the least likely to believe that their area gets a “good deal” in state transportation funding.

% Agreeing with following statements: (Base)	WA State (1027)	Olympic Peninsula (100)	Clark County (100)	Spokane County (100)	Tri- Cities (100)	Wenatchee (100)	Hispanic (150)
Transportation is statewide issue/ needs entire state to contribute	80%	86%	86%	82%	81%	78%	90%
Eastern WA gets more funding than it pays in	27%	31%	23%	16%	28%	26%	42%
Puget Sound gets more funding than it pays in	41%	38%	48%	55%	51%	49%	36%
Support letting local areas tax themselves for local transportation issues	70%	69%	79%	72%	73%	81%	60%
If Puget Sound taxes for local projects, there will not be not support for other state projects	31%	33%	34%	35%	32%	44%	33%
In weak economy, local areas need to “look out for themselves” more than rely on state funding	51%	59%	60%	45%	62%	53%	77%
My local area gets a “good deal” in state transportation funding	47%	62%	61%	33%	55%	47%	59%

Q12. Which of the following statements do you see reflecting you point of view? Say yes if you agree or no if you disagree.

Findings: Willingness to Support Local Taxes to Fund Local Transportation Projects

- A majority of residents in the areas interviewed indicated that they support local transportation tax measures that support local projects.
- This support was higher in Wenatchee and slightly lower with Hispanic state residents.

Support local taxes for local projects: (Base)	WA State (1027)	Olympic Peninsula (100)	Clark County (100)	Spokane County (100)	Tri-Cities (100)	Wenatchee (100)	Hispanic (100)
Support	57%	55%	55%	61%	61%	67%	47%
Oppose	35%	41%	36%	33%	33%	27%	37%
Don't Know	7%	4%	9%	6%	6%	6%	16%

Q13. Is your inclination to support local tax measures that fund transportation projects in this local area or are you inclined to oppose these measures?

Findings: Priorities for Transportation Tax Revenues

- Maintaining existing roadways and expanding roadways to provide traffic relief were rated as the higher transportation priorities.
- Investing in mass transit was seen as important, but was rated as a lower priority than roadway support.

Priorities for transportation tax revenues: (Base =1027 Statewide)	% Rank First	% Rank Second	% Rank Third
Maintaining and repairing existing transportation structures and roadways	35%	34%	31%
Expanding our roadways to provide traffic relief and eliminate bottlenecks	41%	33%	26%
Investing in mass transit alternatives that help move large numbers of people	25%	33%	42%

Q14. Please listen to the following three statements and tell me how all new tax revenues for transportation should be prioritized?

Findings: How Future Transportation Funds Should Be Allocated

(Shows average \$ would allocate for each

priority)

- When asked to allocate dollars in priorities, “maintaining and repairing current roadways” was rated the highest priority in all areas polled.
- Spokane County residents gave the highest amount to maintaining roadways and the lowest amount to investment in mass transit.

How much, out of \$100, they would allocate for each priority: (Base)	WA State (1027)	Olympic Peninsula (100)	Clark County (100)	Spokane County (100)	Tri-Cities (100)	Wenatchee (100)	Hispanic (150)
Maintaining and repairing existing transportation structures and roadways	\$42	\$41	\$43	\$57	\$46	\$46	\$39
Expanding our roadways to provide traffic relief and eliminate bottlenecks	\$29	\$28	\$30	\$23	\$29	\$30	\$34
Investing in mass transit alternatives that help move large numbers of people	\$29	\$31	\$27	\$20	\$25	\$24	\$27

Q15. If you could decide how future transportation funds are allocated and you had \$100 of your tax payment, where would you like to see it spent among the three priorities we just discussed?

Findings: What Best Demonstrates Accountability

- “Knowing where the money is spent” and “Delivering the projects on time” were seen as the best ways to demonstrate accountability.
- “Communicating the project’s progress” and “Who benefits” were seen as significantly less effective ways to demonstrate accountability.

What best demonstrates accountability: (Base)	WA State (1027)	Olympic Peninsula (100)	Clark County (100)	Spokane County (100)	Tri-Cities (100)	Wenatchee (100)	Hispanic (150)
Knowing where the money is being spent. (on what projects)	38%	36%	32%	37%	39%	40%	40%
Communicating the project’s progress regularly	10%	9%	7%	10%	13%	7%	12%
Delivering projects on time and on budget	37%	36%	42%	37%	33%	38%	16%
Communicating who specifically benefits from the different transportation projects	11%	15%	14%	15%	13%	11%	26%

Findings: Importance of Ground Freight Transportation to State Economy

- Approximately 90% of residents interviewed thought ground freight transportation was important.
- Most areas saw East/West transportation as the most important ground transportation. The only exception to this was Clark County, where North/South transportation was considered more important.

% Believing ground freight transportation is important: (Base)	WA State (1027)	Olympic Peninsula (100)	Clark County (100)	Spokane County (100)	Tri-Cities (100)	Wenatchee (100)	Hispanic (150)
Yes	93%	93%	93%	88%	95%	93%	88%
No	7%	7%	7%	12%	5%	7%	12%
Which is most important: (Base = Think Important Only)	(955)	(93)	(93)	(88)	(95)	(93)	(132)
East/West	51%	53%	35%	65%	53%	76%	45%
North/South	34%	29%	52%	25%	27%	10%	37%
Don't Know	15%	18%	13%	10%	20%	14%	17%

Q17. Do you believe that ground freight transportation plays an important role in the overall economy of the state?
If Yes, which is most important?

Findings: Evaluation of Puget Sound Transportation Organizations

- Most Puget Sound transportation organizations were viewed favorably. King County Metro and WSDOT achieved the highest favorable ratings.
- The only organization to receive a significantly higher level of “Unfavorable” ratings was Seattle Monorail Project, with 37% viewing it unfavorably.

King/ Pierce/ Snohomish County Organizations: (Base = 477)	Total Favorable	Strongly Favorable	Somewhat Favorable	Total Unfavorable	Somewhat Unfavorable	Strongly Unfavorable	Don't Know
Sound Transit	65%	24%	40%	19%	9%	10%	16%
Seattle Monorail Project	51%	26%	26%	37%	16%	21%	12%
King County Metro	76%	33%	43%	12%	7%	5%	12%
Washington State DOT	70%	23%	48%	17%	12%	5%	13%
Community Transit	67%	29%	38%	11%	8%	3%	22%
Pierce Transit	51%	19%	32%	9%	5%	4%	40%

Q18. For each organization, please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of it.

Findings: Evaluation of Olympic Peninsula Transportation Organizations

- Most transportation organizations received a favorable rating by residents in the Olympic Peninsula.
- The WA State Patrol and the WA State Ferries achieved the highest overall favorable ratings.

Olympic Peninsula Organizations: (Base=100)	Total Favorable	Strongly Favorable	Somewhat Favorable	Total Unfavorable	Somewhat Unfavorable	Strongly Unfavorable	Don't Know
Kitsap Transit	53%	23%	30%	10%	3%	7%	37%
King County Metro	54%	27%	27%	8%	5%	3%	38%
WA State DOT	65%	24%	41%	16%	14%	2%	19%
WA State Ferries	81%	47%	34%	16%	9%	7%	3%
WA State Patrol	87%	62%	25%	7%	6%	1%	6%

Findings: Evaluation of Clark County Transportation Organizations

- Most transportation organizations in Clark County received a favorable rating.
- WA State Patrol, WSDOT and C-Tran received the highest overall ratings.
- Oregon DOT received the highest (22%) overall “Unfavorable” rating.

Clark County Organizations: (Base = 100)	Total Favorable	Strongly Favorable	Somewhat Favorable	Total Unfavorable	Somewhat Unfavorable	Strongly Unfavorable	Don't Know
C-TRAN	75%	38%	37%	11%	8%	3%	14%
Tri Met	66%	34%	32%	13%	8%	5%	21%
WA State DOT	77%	27%	50%	8%	8%	0	15%
WA State Patrol	86%	50%	36%	7%	2%	5%	7%
Oregon DOT	54%	23%	31%	22%	10%	12%	24%

Q18. For each organization, please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of it.

Findings: Support for Clark County Projects

- The majority of Clark County residents interviewed indicated that they would support “Improving I-5 Columbia River Bridge” and “Bringing light rail to downtown Vancouver.”

Clark County Projects: (Base = 100)	Support	Oppose	Don't Know
Improving or replacing the I-5 Columbia River Bridge	77%	20%	3%
Bringing light rail to downtown Vancouver, WSU on I5, WSU I205	73%	23%	4%

Findings: Evaluation of Spokane County Transportation Organizations

- All of the Spokane County transportation organizations received a “Favorable” rating.
- The WA State Patrol received the highest favorable rating.
- Spokane Transit Authority received the highest overall “Unfavorable” rating (34%).

Spokane County Organizations: (Base=100)	Total Favorable	Strongly Favorable	Somewhat Favorable	Total Unfavorable	Somewhat Unfavorable	Strongly Unfavorable	Don't Know
Spokane Transit Authority	57%	19%	38%	34%	19%	15%	9%
City of Spokane Public Works	70%	16%	54%	18%	13%	5%	12%
WA State DOT	69%	24%	45%	17%	13%	4%	14%
WA State Patrol	86%	53%	33%	10%	8%	2%	4%

Q18. For each organization, please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of it.

Findings: Support for Spokane County Projects

- “Completing the North/South freeway” was supported by the majority of the residents interviewed.
- Improving I-90 was supported by half the residents interviewed, and more people (52%) were opposed to light rail than supported it.

Spokane County Projects: (Base = 100)	Support	Oppose	Don't Know
Completing the North/South Freeway	78%	20%	2%
Bringing light rail to Spokane	42%	52%	6%
Improving or widening I-90 over Snoqualmie Pass	45%	45%	10%

Findings: Evaluation of Wenatchee Transportation Organizations

- All of the transportation organizations in Wenatchee received favorable ratings.
- The WA State Patrol received the highest overall favorable rating with 93%.

Wenatchee Organizations: (Base--100)	Total Favorable	Strongly Favorable	Somewhat Favorable	Total Unfavorable	Somewhat Unfavorable	Strongly Unfavorable	Don't Know
Link (Chelan-Douglas County Transit)	78%	40%	38%	17%	10%	7%	5%
Chelan County Public Works	68%	28%	40%	11%	5%	6%	21%
WA State DOT	76%	33%	43%	15%	12%	3%	9%
WA State Patrol	93%	62%	31%	3%	1%	2%	4%

Q18. For each organization, please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of it.

Findings: Support for Wenatchee Project

- 60% of Wenatchee residents interviewed indicated that they would support the improving of I-90.

Wenatchee Project: (Base = 100)	Support	Oppose	Don't Know
Improving or widening I-90 over Snoqualmie Pass	60%	34%	6%

Findings: Evaluation of Tri-Cities Transportation Organizations

- Most of the transportation organizations received a favorable rating.
- WA State Patrol, WSDOT and Ben Franklin received the highest overall ratings of all the organizations.
- Kennewick Public Works received the lowest overall favorable rating. This, however, traces to the highest “Don’t Know” rating for a transportation organization.

Tri-Cities Organizations: (Base)	Total Favorable	Strongly Favorable	Somewhat Favorable	Total Unfavorable	Somewhat Unfavorable	Strongly Unfavorable	Don't Know
Ben Franklin Transit	77%	40%	37%	16%	8%	8%	7%
Richland Public Works	51%	20%	31%	15%	12%	3%	34%
Pasco Public Works	58%	22%	36%	12%	9%	3%	30%
Kennewick Public Works	46%	18%	28%	14%	7%	7%	40%
WA State DOT	73%	20%	53%	8%	4%	4%	19%
WA State Patrol	84%	55%	29%	10%	6%	4%	6%

Findings: Support for Tri-Cities Projects

- Tri-Cities' residents who were interviewed indicated that they would support both the widening of US 12 and the improvement of I-90.
- 82% support the US 12 project and 66% support the I-90 project.

Tri-Cities Projects: (Base = 100)	Support	Oppose	Don't Know
Complete the widening of US12 to Walla Walla	82%	14%	4%
Improving or widening I-90 over Snoqualmie Pass	66%	27%	7%

Findings: Sources for News Now

- The leading sources for news overall were TV News and Newspaper.
- The next leading sources for news were Radio and Web-sites.
- Tri-Cities counties and Hispanic residents interviewed indicated the lowest use of Web-Sites for news.

Where they get news now: (Base)	WA State (1027)	Olympic Peninsula (100)	Clark County (100)	Spokane County (100)	Tri- Cities (100)	Wenatchee (100)	Hispanic (150)
Web-site	30%	29%	35%	27%	14%	23%	4%
E-mail	12%	11%	15%	11%	6%	13%	3%
Newspaper	60%	66%	62%	61%	68%	60%	29%
TV news	77%	76%	74%	80%	82%	82%	80%
Radio news	44%	38%	42%	39%	35%	46%	27%
Other	4%	2%	8%	4%	0	3%	3%

QF. Where do you get your news now?

Findings: Preference for Sources for Learning About WSDOT Projects

- The way residents interviewed would prefer to get their information about WSDOT projects is consistent with their current media habits.
- Most would like to get their information from TV news, newspapers, radio news, and web-sites. The notable exception to this are Hispanic residents interviewed, who prefer mainly TV news.

Where they want to learn about WSDOT projects: (Base)	WA State (1027)	Olympic Peninsula (100)	Clark County (100)	Spokane County (100)	Tri-Cities (100)	Wenatchee (100)	Hispanic (150)
Web--site	30%	30%	28%	25%	18%	21%	4%
E-mail	14%	10%	20%	14%	8%	4%	6%
Newspaper	55%	59%	49%	46%	67%	56%	30%
TV news	52%	58%	49%	55%	51%	49%	64%
Radio news	32%	26%	26%	26%	30%	32%	22%
Bus shelters	13%	13%	15%	8%	14%	7%	9%
Buses	14%	17%	16%	15%	13%	11%	11%
Rest stops	12%	16%	13%	9%	18%	10%	11%
Pamphlets	22%	20%	28%	21%	29%	21%	22%
Other	6%	3%	9%	10%	6%	8%	4%

QG. How would you like to learn about WSDOT projects?

Demographics: Voter Registration and Employment

- Approximately 80% of those interviewed indicated that they were registered to vote.
- The only exception to this high level of voter registration was Hispanic residents. Only 30% of Hispanics interviewed indicated that they were registered to vote.
- Approximately 50-65% of people indicated that they were employed. Approximately 30% indicated that they were unemployed and not looking.

Registered to Vote: (Base)	WA State (1027)	Olympic Peninsula (100)	Clark County (100)	Spokane County (100)	Tri- Cities (100)	Wenatchee (100)	Hispanic (150)
Yes	85%	82%	82%	88%	81%	83%	30%
No	15%	18%	18%	12%	19%	17%	70%
Employment:							
Employed	65%	53%	61%	62%	60%	65%	56%
Unemployed, but looking	7%	5%	7%	5%	6%	2%	20%
Unemployed, not looking	28%	41%	28%	32%	33%	33%	20%

Q1. Are you currently registered to vote at this address?

QB. Are you currently employed, unemployed and looking for work, or unemployed and not looking for work?

Demographics: Transportation

Primary Form of

- “Driving alone” is the primary choice of transportation for over 80% of those polled when going to work or otherwise.
- The next most popular choices of transportation are “Carpooling,” “Riding the bus” and “Walking.” All of these were the choice of approximately 5% of interviewed residents.

Primary form of transportation: (Base) Going to Work Vs. When not working/Retired	To Work (673)	When not Working/ Retired (1027)
Drive alone	81%	84%
Carpool	6%	5%
Vanpool	1%	0
Ride the bus	5%	6%
Ride other type of transit	1%	1%
Bike	3%	3%
Walk	5%	5%
Motorcycle	1%	1%
Refused	2%	1%

QD. What is your primary form of transportation to work?

QD2. If retired or when not working, what is your primary form of transportation?

Demographics: Primary Form of Transportation to Work By Area

- The primary choice of “Driving alone” for going to work was consistent in most of the areas polled and with Hispanic residents.
- Wenatchee had a slightly higher level (95%) of choosing “Driving alone” as their primary form of transportation.

Primary form of transportation to work: (Base= Employed in each area)	WA State (673)	Olympic Peninsula (54)	Clark County (65)	Spokane County (63)	Tri-Cities (61)	Wenatchee (65)	Hispanic (89)
Drive alone	81%	81%	78%	83%	84%	95%	81%
Carpool	6%	2%	9%	8%	7%	2%	8%
Vanpool	1%	0	0	0	3%	0	4%
Ride the bus	5%	9%	2%	2%	2%	2%	6 %
Ride other forms of transit	1%	2%	0	3%	0	0	0
Bike	3%	0	2%	0	0	0	0
Walk	5%	4%	5%	5%	2%	3%	2%
Motorcycle	1%	0	3%	0	0	2%	0
Refused to answer	2%	2%	6%	2%	3%	0	6%

Demographics: Commuting Distances

- “Less than 10 miles” was the most frequently mentioned commute distance. Approximately 40%-plus mentioned this distance.
- “10-15 miles” and “More than 30 miles” were the next most mentioned commute distance.

Miles commuted from home to work: (Base = Employed in each area)	WA State (673)	Olympic Peninsula (54)	Clark County (65)	Spokane County (63)	Tri-Cities (61)	Wenatchee (65)	Hispanic (89)
Less than 10 miles	46%	46%	42%	49%	41%	66%	40%
10-15 miles	16%	20%	18%	27%	26%	14%	14%
16-20 miles	7%	6%	9%	5%	10%	5%	14%
21-29 miles	8%	6%	2%	10%	7%	5%	8%
More than 30 miles	17%	20%	20%	6%	13%	9%	12%
Don't know	5%	2%	9%	3%	3%	2%	12%

QC. How many miles do you commute from your home to your place of work?

Demographics: Gender and Income

- The income levels and gender breakdowns were consistent in the areas polled.
- The biggest difference in income was with Hispanic residents who had a significantly higher number (79%) of people who had incomes “Under \$40,000.”

Gender and Income: (Base)	WA State (1027)	Olympic Peninsula (100)	Clark County (100)	Spokane County (100)	Tri- Cities (100)	Wenatchee (100)	Hispanic (150)
Gender							
Male	43%	43%	36%	50%	37%	43%	38%
Female	57%	57%	64%	50%	63%	57%	62%
Income							
Under \$40,000	33%	32%	31%	39%	43%	40%	79%
\$40,000 – less than \$80,000	34%	35%	33%	34%	32%	31%	6%
\$80,000 or more	21%	17%	22%	16%	20%	15%	2%
Refused/Don't know	12%	16%	14%	11%	5%	14%	13%

QE. Please tell me which category applies to your total household income for this year.

Demographics: Age and Ethnicity

- The age distribution was consistent in the areas polled.
- Hispanic residents had a significantly higher level of people age “39 and Under”.

Age and Race (Base)	WA State (1027)	Olympic Peninsula (100)	Clark County (100)	Spokane County (100)	Tri- Cities (100)	Wenatchee (100)	Hispanic (150)
Age							
39 and Under	35%	30%	46%	38%	50%	32%	74%
40 to 65	52%	52%	49%	41%	35%	50%	24%
65 and over	12%	17%	5%	19%	14%	18%	2%
Refused	1%	1%	0	2%	1%	0	0
Ethnicity							
White	79%	78%	75%	79%	68%	83%	4%
Hispanic	5%	6%	6%	2%	23%	7%	93%
Black	2%	3%	1%	1%	1%	1%	0
Asian	4%	4%	4%	4%	0	0	0
Other	5%	6%	7%	6%	4%	4%	1%
Refused	4%	3%	7%	8%	4%	5%	2%

Q2. What is your age range?
QH. What is your ethnicity?

Findings: General Attitudes

- More people interviewed believe that things in their area are headed in the right direction than do not.
- Conversely, more people believe the economy is not getting stronger in their area.

Things in this area: (Base)	WA State (1027)	Olympic Peninsula (100)	Clark County (100)	Spokane County (100)	Tri- Cities (100)	Wenatchee (100)	Hispanic (150)
Are headed in right direction	55%	60%	71%	55%	77%	70%	76%
Are headed in wrong direction	45%	40%	29%	45%	23%	30%	24%
Economy:							
Economy is getting stronger	39%	42%	44%	39%	50%	47%	47%
Economy is not stronger	61%	58%	56%	61%	50%	53%	53%

Q3. Do you think things in this area are headed in the right direction or are things off on the wrong track?

Q4. For you and your family, does it feel like the economy is getting stronger or not?

Findings: General Issues of Concern

- The “Economy” was seen as the issue of most concern to the highest percentage (44%) of the total of those polled.
- “War/Security” (31%) and “Healthcare”(29%) were seen as the next most important areas of concern.
- “Transportation” was seen as the most important concern by 11% of the total of those interviewed.

Issues of most concern: (Base)	WA State (1027)	Olympic Peninsula (100)	Clark County (100)	Spokane County (100)	Tri- Cities (100)	Wenatchee (100)	Hispanic (150)
Economy (Net)	44%	33%	48%	45%	36%	41%	38%
Jobs, economy, unemployment	34%	26%	36%	35%	27%	32%	32%
Taxes	7%	3%	9%	5%	7%	6%	4%
War/Security (Net)	31%	36%	34%	36%	31%	33%	30%
War in Iraq	21%	22%	23%	24%	23%	18%	27%
Health care/Social Security (Net)	29%	34%	18%	24%	27%	29%	19%
Health care, prescription drugs	26%	31%	17%	22%	25%	28%	16%
Social Security	4%	4%	1%	3%	4%	3%	7%
Transportation	11%	8%	14%	3%	2%	8%	2%
Education	12%	15%	18%	14%	17%	12%	20%
Government/politics	5%	4%	3%	7%	3%	5%	0
Social Issues (Marriage, abortion, etc.)	4%	2%	5%	2%	3%	7%	4%

Q5. What issues are you most concerned about these days?